

Items Implemented by Image Committee

Public Safety

Recommendation	Comments	Status
Increase fine schedule for Entertainment Permit Violations	Approved by subcommittee on April 28 and forwarded to Downtown Image Committee	Completed
City position on new ABC licenses in downtown area should be to "conditionally disapprove" the new license request	Approved by subcommittee on April 28 and forwarded to Downtown Image Committee. On May 28 the subcommittee amended this recommendation to change the northern boundary to Pecan	Completed
Establish standardized conditions for new Entertainment Permits in the core downtown area	Approved by subcommittee on April 28 and forwarded to Downtown Image Committee	Completed
New Entertainment Permits adjacent to a residential area should only allow types and hours of entertainment that will not impact the quality of life of the adjacent residential area	Approved by subcommittee on April 28 and forwarded to Downtown Image Committee	Completed
Footbeat and patrol officers should spend more time in downtown neighborhoods between midnight and 0230	Footbeat supervisors and watch commanders were advised to implement this recommendation and conduct periodic follow-up on progress	Completed
Establish "curfews" on bars and have them close earlier	This cannot be retroactively implemented for current establishments. It should be combined with recommendation to standardize conditions for new downtown businesses. That recommendation was forwarded to Downtown Image Committee.	Completed
Utilize CHP and OCSD for DUI enforcement	Huntington Beach already participates in Orange County DUI Enforcement Task Force. Hiring CHP and OCSD for DUI enforcement is not feasible. The costs would exceed hiring HBPD officers on an overtime basis. This is not possible in current economic situation. OTS grant funded enforcement will continue.	Closed. No further action
Establish expectation for bars regarding "over serving" of patrons.	Discussed at subcommittee meeting on May 28. Members were satisfied with description of programs currently in place	Completed

Establish residential permit parking zones in residential neighborhoods surrounding downtown to reduce late night noise and disturbances	Approved by subcommittee on May 28 and forwarded to Downtown Image Committee	Completed
Establish new CUP conditions when bars change ownership	Research determined CUP cannot be modified upon change of ownership as recommended. Subcommittee was updated on May 28.	Closed. No further action
Seek grant money to fund two officers to enforce ABC laws in downtown area	We determined that no grant money is currently available to fund the recommended program. Subcommittee was updated on May 28.	Closed. No further action
Keep footbeat officers roving to keep crowds moving	Discussed with footbeat supervisor who will implement recommendations from subcommittee	Completed
Have the footbeat officers establish a closer relationship with business owners to help keep communication lines open	Discussed at subcommittee meeting on May 28. Members were satisfied with description of programs currently in place.	Completed

Cultural

Recommendation	Comments	Status
Create a quarterly Art Walk in Huntington Beach; Library- use as a venue for an author with book signing and/or poetry reading; Encourage outdoor movies on beach	Downtown BID has implemented a monthly Art Walk. Other events will be implemented by BID, as funding available	Implemented
The City of Huntington Beach should continue and maintain for the long term, the existing land uses on the Main Street Library site	As part of the Downtown Specific Plan, the land uses was limited to library related uses	Implemented
Encourage unique boutique retail	Stores such as bookstores, art galleries, organic grocery stores, health food stores, bakeries, antique stores and nautical stores, especially encourage these stores between Orange Street to Pecan on Main Street.	On-going
Encourage new unique businesses at the Library or Art Center	Consider cyber café at the library, art school, bookstore, for-sale art gallery	On-going

Encourage/ incentive cultural uses at Pierside Pavilion's movie theater location.	In addition, focus on underutilized/ocean front property and views along PCH from 1 st to 9 th to create a unique opportunity to attract families and provide well rounded entertainment opportunities	On-going
Encourage neighborhood serving retail, North of Orange with visitor/ tourist orientation South of Orange.	Staff to work with Property Owners for tenant selection	On-going
Work towards limiting installation/ de-installation timeframes of beach events.	Specific Events Committee addresses and ensures the least, safest time is provided	On-going
Preserve our architectural history and preserve architectural integrity with greater emphasis on historic preservation	Planning is working on updating the Historic Preservation Element and this will be part of the Element	On-going

Maintenance

Recommendation	Comments	Status
Install a Business Directory for businesses	Incorporates visible markings for parking and public restrooms.	On-going
BID to encourage business to take personal responsibility for their general vicinity.	BID working on	On-going
Limit parking to the public on all surround residential streets after 8 PM	Public Meeting held, no consensus on desires and Coastal Commission issue	Closed
Public Awareness Program – "Don't Trash my HB"	Conduct a contest with local students to create a poster - Art Center in conjunction with the BID; Marketing through city resources (website, reader board). Implemented Art related cigarette containers	On-going
BID and City are in the process of establishing an MOU for better maintenance, additional cleaning	Enhance current service, add day porter service	Implemented

Business Variety & Attraction / Nightlife

Recommendation	Comments	Status
Create a Buffer Area around the Core Area	The core of Downtown has a dense concentration of bars and restaurants driving rents higher and nudging out retail stores. The core continues to	Partial implemented through Downtown

	spread; creating noise, traffic and trash onto adjoining residential neighborhoods	Specific Plan and Alcohol Resolution
Target 30+ Years Olds	Business variety and attraction primarily targets teenagers and young people in their twenties (retail, restaurant and entertainment.)	On-going
Create a Balanced Business Variety	Encourage new business that target local residence and patrons during non peak times	On-going
Transportation	Create a more bike friendly environment. Late at night, when bars are closing, many patrons empty into the streets creating a loud environment while waiting for taxis/create second cab pick-up zone, additional bicycle parking/shuttles	Implemented shuttle, bicycle committee
Parking	Retail patron's using free parking on residential streets adjoining Downtown, creates noise, trash and related problems late at night when the bars close, which places a large burden on the adjoining residential neighborhood. City Council review installation of permit only parking on adjoining residential streets after 10:00 p.m.; Allow downtown businesses to purchase and use parking validations for up to three hours; Create a way-finding systems incorporating directional signage for parking/retail and restaurants (directing traffic away from residential neighborhoods); Flat (low) rate systems for public parking (7 or 8 pm) to encourage patrons to park in the structure; Allow development to purchase parking stalls in City structures/lots in lieu of developing new parking.	Flat Rate implemented
Library Site Maintained for Public Use	Current draft specific plan rezones the Main Library site to allow future development.	Implemented

**Downtown Image Ad Hoc Committee
Original Suggestions Not Adopted Into
Final Recommendation to City Council**

Suggestion	Reason
City position on new ABC licenses in downtown area should be to "conditionally disapprove" the new license request	Voted down by DT Image Committee
Footbeat and patrol officers should spend more time in downtown neighborhoods between midnight and 0230	Footbeat supervisors and watch commanders were advised to implement this recommendation and conduct periodic follow-up on progress
Establish "curfews" on bars and have them close earlier	This cannot be retroactively implemented for current establishments.
Utilize CHP and OCSD for DUI enforcement	Closed. No further action
Establish expectation for bars regarding "over serving" of patrons.	Discussed at subcommittee meeting on May 28. Members were satisfied with description of programs currently in place
Establish new CUP conditions when bars change ownership	Research determined CUP cannot be modified upon change of ownership as recommended. Subcommittee was updated on May 28.
Seek grant money to fund two officers to enforce ABC laws in downtown area	It was determined that no grant money is currently available to fund the recommended program. Subcommittee was updated on May 28.
Keep footbeat officers roving to keep crowds moving	Discussed with footbeat supervisor who will implement recommendations from subcommittee
Have the footbeat officers establish a closer relationship with business owners to help keep communication lines open	Discussed at subcommittee meeting on May 28. Members were satisfied with description of programs currently in place.
Currently the BID and City are in the process of establishing an MOU that gives the BID authority to manage the current cleaning program	Voted down by DT Image Committee
Maintain existing land uses of the Downtown Library	Voted down by DT Image Committee
Encourage unique boutique retail. Especially encourage these stores between Orange Street to Pecan on Main Street.	Voted down by DT Image Committee
Allow downtown businesses to purchase and use parking validations for up to three hours.	Voted down by DT Image Committee
Allow development to purchase parking stalls in City structures/lots in lieu of developing new parking.	Voted down by DT Image Committee
Library Site Maintained for Public Uses. Current draft specific plan rezones the Main Library site to allow future development.	Voted down by DT Image Committee
No future private business should be allowed at the library site.	Voted down by DT Image Committee